

Lower Columbia

BUSINESS

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Targeting transportation

Portland transportation firm finds a perfect niche in Clatsop County

Lest anyone think otherwise, the only thing "big city" about Clatsop County's new bus service company is its Portland address.

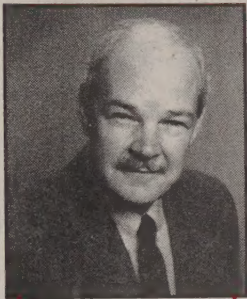
Special Mobility Services, Inc., has 60 or so employees, and operates transit services in three Northwest towns: Spokane, Eu-

gene, and Astoria. But the company also has a 20-year history of providing non-profit transportation services to those most in need: the elderly and the poor. One of the company's three founders, and general manager, has focused the better part of his adult life on social service to seniors and the poor.

Fred Stoffer, brother of Astoria photographer, Jim Stoffer, took the helm of Clatsop County's bus service in July, when the previous contract operator resigned. The company has been operating the Astoria bus since 1992.

In fact, the transit service came to Clatsop County looking for the small niches in an industry that increasingly favors large, national corporations. "The scale of the systems is important. We have operated systems with 40 or 50 vehicles. At that scale, national companies have competitive advantage. One to 20 vehicles — that's more competitive," said Stoffer.

Continued on page 2.



Enthusiasm and experience: Roger Rocka is set to take over as the executive director of the Astoria-Warrenton Chamber of Commerce. The 6 foot 6 inch tall former TV news anchor leaves behind an long history of active involvement in the community of Fresno, Calif. See page 3.

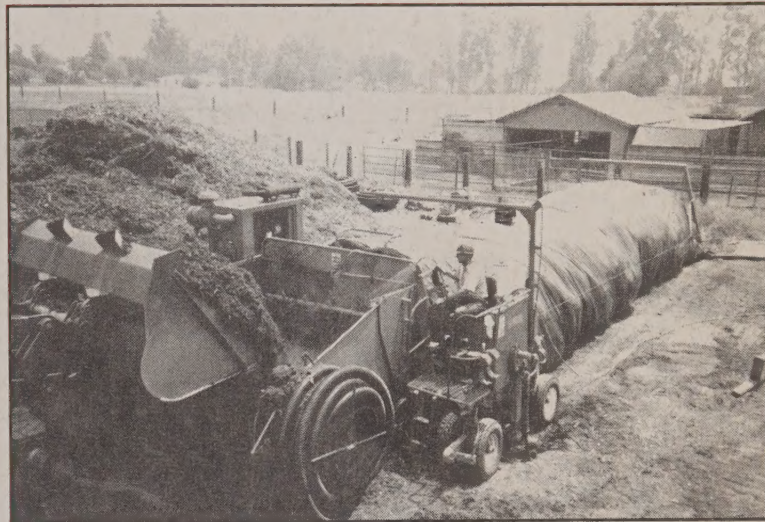


Photo courtesy Ag-Bag Compost Technology International

Bagging a big bonanza: Ag-Bag International is set to introduce its new line of compost bagging equipment, and tap into a whole new market. See page 4.

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Transit Co. cont'd

"We have a lot of expertise in door-to-door systems," he said. "We think we also have expertise in systems that are very information intensive. We've become data base managers," he said, adding that the company moves as much information as people on a given day.

That's why, in mid-July, the company was installing a new computer system in their Clatsop County office at the Federal Building in Astoria.

The company's history reflects the changes in an automobile-dependent culture that holds just a little guilt for the populations left out of Detroit's dreams. Many municipalities have channelled transportation dollars into specialized services, known as "paratransit." These services target elderly, disabled, and medical transportation for the poor.

The three people who founded the company 20 years ago in Portland, did so as a result of their involvement in the charitable program for the elderly,

"Loaves and Fishes." Stoffer, who spent two years in a seminary, and two partners, took note of the incredible need for recreational transportation among the program's participants. "It warranted an organization focused on that. We've always focuses on paratransit. Not on a large-city, fixed route," said Stoffer.

With virtually all of the company's revenues coming from tax-supported funding, the resulting contract in Portland started by the three went to a bigger player. "As funding for the kind of transportation we do has gotten larger, more larger national companies have become players," said Stoffer. "There's some pretty stiff competition."

So the spunky non-profit continues to scout for other contracts, and is currently operating a Medicaid transportation brokerage in Spokane, and paratransit services in Eugene and Clatsop County. "We were in Olympia, Wash., close to 10 years," he said. "In that instance, the transit district took the service in-house."

One of the company's founders spun off a senior travel club that Special Mobility Services started into the still successful, for-profit Odyssey Club in Portland.

All the company's paratransit services involve the need to document eligibility and costs — hence the information intensive nature of the job.

In the 1980s, Stoffer realized that his social service background was not up to snuff when it came to juggling significant business issues, so he went back to school for an MBA, and got his degree in Portland in 1988. The focus of the program, he said, was toward people who already have management jobs. "There was a lot of exposure to other managers. That was a big help, understanding the business end of it," he said.

"Transportation is more of a support service. It bridges both the business and the social service world," said Stoffer.

Because it is also dependent on government funding, there are always large doses of politics too, said Stoffer. "You have to get used to dealing with it," he said. ■

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Fresno powerhouse

New chamber director touts history from his work in California

Enthusiasm and depth of experience were the key elements in the hiring of a new executive director for the Astoria-Warrenton Chamber of Commerce.

Roger Rocka, of Fresno, Calif., was hired July 20 for the executive director position, according to Don Patterson, president of the chamber. Rocka replaces Lynn Wallace, who is now the executive director of the Puyallup, Wash. Chamber of Commerce.

"He's extremely enthusiastic about Astoria and the whole waterfront area," said Patterson, who was one of seven chamber members considering applicants for the position. "He's got some unique experiences that we think will be beneficial to this chamber."

The move to Astoria was a dream come true, for Rocka. He and his wife, Jan Rocka, had been trying to work out a way to move to the area for three years. "It's sort of like the actor who finds out he's going to get to kiss the pretty girl, and then finds out he's going to get paid for it," he said.

Rocka was a long-time newscaster on radio and television in the Fresno area before retiring from his position as anchor and new director for KFSN-TV, the Fresno CBS affiliate in 1978. He then opened Roger Rocka's Good Company Music Hall, a dinner theater in the Tower District of Fresno and a English-style pub, called Good Buddies.

He is the commercial spokesman for Gottschalk's Department Stores, a chain based in Fresno, and appears in their television commercials.

"He's an active, civic community kind of guy," said Demi DeSoto, com-

munications director for the Fresno Chamber of Commerce. "He's definitely a person who's been involved."

Fresno, a city in central California, is the seat of Fresno County and the principal commercial center of the agriculturally rich San Joaquin Valley. In 1990 there were 354,202 residents within the city and 667,490 in the metropolitan area.

Rocka was one of the original organizers for Tree Fresno, a group begun in 1985 to promote tree planting in the city. He initially helped the group get off the ground by hosting a two-hour "tree-athon" on a local television station, which raised \$27,000. The group has planted thousands of trees along the streets of Fresno.

"It was tapping into a need that people felt, and didn't know how to do anything about," he said.

Rocka also helped to resurrect Fresno's outdoor concert series in 1988. After getting the cooperation of the city's parks department and the local musicians union, the series kicked off with an initial crowd of 500. It now draws 2,000 to 5,000 people.

Rocka and his wife have biked and walked all over Astoria in the past several years. "We may have seen parts of Astoria that Astorians normally don't look at," he said. "Maybe that's one of my jobs is to come in as an outsider, and tell people you got it real good." ■

Correction

A feature in the July issue of *Lower Columbia BUSINESS* about Handforth Larson & Barrett incorrectly identified Dale Barrett as a civil engineer. Barrett is a professional land surveyor.

We apologize for the error.

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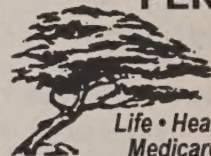
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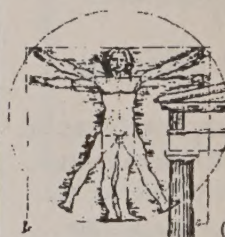
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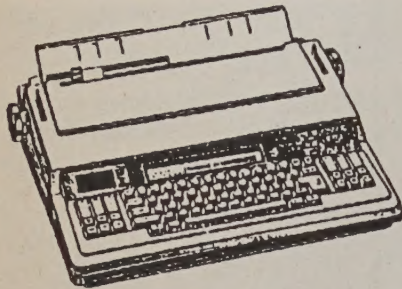
It is sent free to businesses and public officials in Clatsop County, Ore. and southern Pacific County, Wash. Other interested parties may subscribe to 12 issues for \$12. Single issues are available for \$3.

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DAN SNAPP KAREN SNAPP

Trash to treasure

Warrenton manufacturer hopes to cash in on composting



Photo by Jan Fletcher

Debbie Linder and Ron Garvin of Ag-Bag International, are enthusiastic about the company's latest release.

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The growing problem of what to do with solid waste may re-

sult in a home run for one of Warrenton's largest employers, Ag-Bag International.

The company, long known for their agricultural bagging equipment, is about to release a line of equipment designed to compost organic materials without odors, according to Ron Garvin, sales director for Ag-Bag Compost Technology International.

The new line could be a shot in the arm for Ag-Bag whose revenues and stock prices have been declining for the past 18 months. Unusual weather patterns in much of the world last winter and a depressed Japanese economy have contributed to the decline, according to company officials.

Ag-Bag is offering a unique composting technique that is, in some ways, the opposite of their silage bag-

ging product. Agricultural bagging is a process where animal feed is kept fresh by storing it in huge, plastic bags. However the composting technology reverses the process. Organic material is put in a plastic bag, and, with special treatment, is forced to rot at an enhanced rate.

"We're just helping nature," said Garvin. "Sooner or later, everything decomposes. We're just making it go faster."

The product will create a whole new market niche for the company, said Jeanne Seppa, an administrative assistant at Ag-Bag. While the agricultural bagging systems are marketed to farmers, the new composting equipment will be targeted at municipalities, zoos, golf courses and composting companies.

Because Ag-Bag has dealt only with an agricultural market their sales have been seasonal. The composting line will help to even out the ebbs and flows of the company's sales, Seppa said.

The composting process was not

actually developed by Ag-Bag, Garvin said. The company bought the patent for the technique, which had been on the market for about three years. Ag-Bag has been hard at work refining the process, and developing a whole line of products designed to be used in conjunction with the composting bags.

The main difference between the composting bag and the silage bag is air. The silage bag is sealed to keep air away from the contents. The composting bag is pumped full of air at high pressure.

Commercial composting comes in two varieties: the windrow method and the in-vessel method, Garvin said. In the windrow method, organic material is piled in long rows on a hard surface, such as concrete. The concrete is necessary to prevent liquid contaminants from leeching into the soil.

Every so often, the windrow is turned over to allow aeration. It's at that point that the foul odors begin to show up, Garvin said. Frequently neighbors miles away can smell the composting material. The windrow method can only be successfully employed out in the middle of nowhere.

The in-vessel method has been the most expensive way to compost. It requires a concrete bunker with a movable floor to turn the composting material. However, even the in-vessel method can have odor problems, Garvin said. A Portland composting company recently shut down its in-vessel operation after spending millions building a facility because neighbors complained about the smell.

Ag-Bag's composting system is designed as an in-vessel method without the expensive concrete bunker, and without the noxious odors.

The company has been field testing the equipment for about eight months at sites around the country, including several cities, a zoo and a composting company.

"It's excellent," said Dave Hardy, owner of California Bio-Mass, Inc, a composting company in Bloomington, Calif. "Ag-Bag makes it feasible to do urban composting. You literally can compost right in the middle of an urban environment, and nobody will know." Hardy has been successfully using the Ag-Bag system for almost a year — even though he has neighbors in close proximity to his property. ■

Pacific County News

The cities of Ilwaco and Long Beach and the Ports of Wahkiakum and Ilwaco submitted a request to tap into the \$15.7 million in federal aid set aside in emergency aid for salmon dependent communities.

The funding request, which would be used for advertising, falls into the \$700,000 earmarked for tourism and economic development from the Economic Development Administration. Westport received a \$90,000 grant to conduct an advertising campaign after a meeting in Westport with Rep. Jolene Unsoeld, D-Wash., June 11. Pacific and Wahkiakum counties are seeking to do the same. The plan is to promote southwest Washington in Portland and Seattle markets, according to Jim Lowery, executive director of the Pacific County Economic Development Council.

PCEDC Awarded Grant for Co-op

The Department of Community, Trade and Economic Development awarded the Pacific County Economic Development Council a grant to do a feasibility study of value-added wood products manufacturing in Pacific County.

The contract provides funding to analyze, develop operating and management plans, and design a value-added manufacturing and training incubator.

The Beck Group, of Portland, was selected to assist in the project. "I'm really encouraged about the situation in Pacific County," said Randy Kimsey, of the Beck Group. "There is a real commitment by the economic development and community college staffs to provide business and job opportunities to the community." ■

TAX TALK

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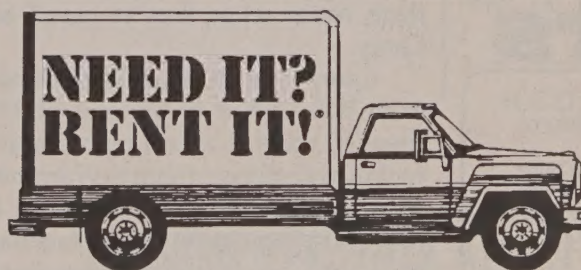
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- Giving away income-producing assets can cut your income taxes. Giving property that will appreciate in value can reduce estate taxes.
- Proper planning is a must in this area; consult your tax and legal advisors for assistance.

NOTE: The general information in this column should not be acted upon without professional guidance.

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Low pressure zones

Honda dealer attributes easy-going sales approach to success

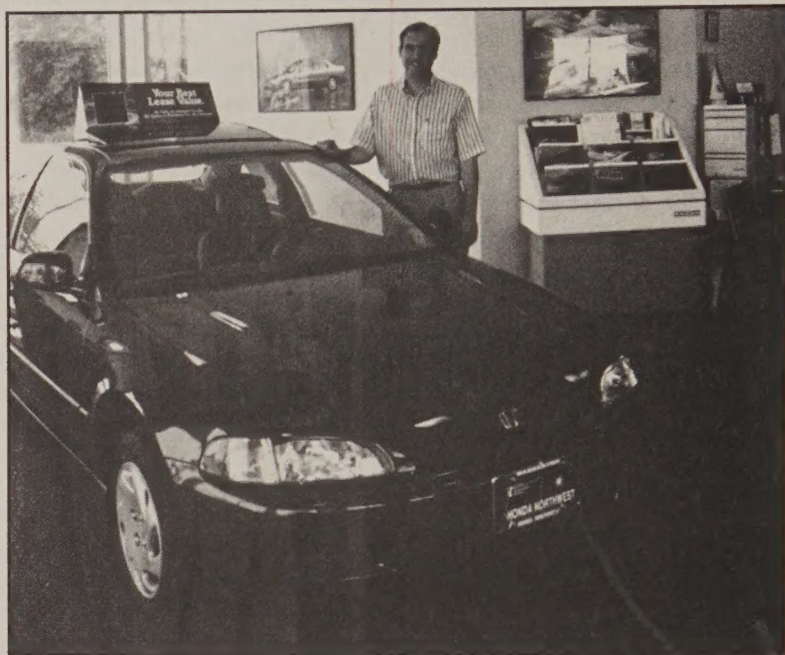


Photo by Jan Fletcher

Basking in the glow from a shiny new Civic, Dave Carey takes a shine to running the Warrenton Honda dealership.

"Easy does it" could be the motto of Honda Northwest.

The Warrenton Honda dealer features a low-pressure approach that puts the customer in the driver's seat when it comes to sales and service, says Dave Carey, owner of the dealership. That approach has paid off for Carey, who says much of his business comes from repeat customers and referrals.

"What we really try to do is treat them better when they're here," said Carey.

Carey, who bought the dealership from Bob Gilbert at the end of 1993, spent 10 years as a field representative for Mazda before coming to Warrenton.

He bought Honda Northwest because of its reputation. "This place had a reputation from a customer satisfaction standpoint," said Carey. "Sometimes it's more difficult to teach people how to treat people than to teach a more mechanical part of a job."

Honda Northwest was awarded the Master of Total Customer Satisfaction in 1993. The award was based on surveys returned by customers picking up new cars and customers bringing cars in for warranty work.

"This is the type of dealership I wish I would have worked in 10 years ago," said Steve Kelsey, a sales representative with Honda. Kelsey has 22 years experience in automobile sales.

The lack of pressure from the owner and management is what Kelsey appreciates most. "I could work other places and make more money, but I don't like to hammer customers with high-pressure sales," he said.

Honda Northwest sells about 25 to 30 cars per month, said Carey. Although sales have improved recently, Carey believes the dealership could sell 35 to 40 cars per month.

"Honda was the best selling car in Clatsop County in 1993, with 50 percent of the import market here," said Carey. "I think it's all in all working well."

The company sells about one and a

half used cars for each new car sold, said Carey. Trucks are a large portion of the vehicles sold at Honda Northwest, and Honda's introduction of its new sport utility vehicle, the Passport, in February has helped, Carey said.

"We've done better than most dealers with them," he said. Carey's salespeople have sold eight Passports since they were available in February.

The company gets its used car inventory primarily from trade ins, although a few are purchased at auctions. Carey wholesales about a third of the cars he receives as trade rather than keeping them for local retail sales.

Carey is quite proud of his service department, and especially his top mechanic. Stuart Sinclair, Honda Northwest's master technician, was a Rolls Royce technician in New Jersey before coming to Warrenton.

Honda Northwest works on many other makes of cars besides Hondas. "We have a lot of customers who bring in just about everything," said Carey. "Some owners don't have dealers for their cars here; some have had bad experiences elsewhere."

The main competition for Honda Northwest is dealers in Portland and Vancouver, Wash., Carey said. He spoke critically of the tactics dealers in the Portland and Vancouver area use to make their cars look cheaper.


In fact, one of those dealers, Thomason Auto Group is facing both class action suits and an investigation by the Washington state attorney general over alleged bait and switch sales tactics.

The auto group agreed in July to pay a civil penalty of \$285,000, with another \$100,000 suspended on condition that the company correct violations of consumer protection laws. More suits against Thomason are pending.

The next big challenge for Honda Northwest will be in the parts department, Carey said. The company is expanding their parts business on the North Coast by providing better pricing and free delivery to independent car repair shops. Not only can he provide parts just as quickly as the Portland dealer, but Carey offers repair shops an added advantage: He can store their parts orders locally until they are needed.

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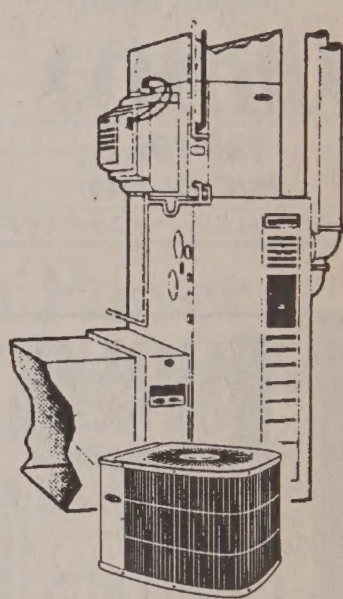
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Working both sides

Seasider consults on trees half-time, on paper other half

Rosemary Baker-Monaghan has a two-track career.

One half of her work is out in the woods, where she works as a forestry consultant. The other half is in the confines of her Seaside office where she operates her advertising agency, Baker, Monaghan and Associates.

Monaghan knows the advertising business through her father, a newspaper publisher in Yakima, Wash. However, her association with the forest started in 1973 on a summer job with the Youth Conservation Corps while she was in high school.

"It was an incredibly exciting job, and I was hooked," she said.

That summer, Monaghan worked with the U.S. Forest Service helping with tree planting, campground development, pack mules and occasionally flying in helicopters.

"The Army was flying us around in helicopters when Mt. Rainier was all pink and the valleys were stuffed with clouds," said Monaghan. "I mean, how can you not go into forestry after that?"

On the other hand, growing up in Yakima, Monaghan was always surrounded with the trappings of her father's advertising business. "He always used to come home with Jolly Green Giant kites that were bigger than we were," she said.

But after high school, Monaghan followed her dreams, and pursued a career in forestry. She got a bachelor's degree in Forest Management from Washington State University, in Pullman Wash., and then returned to the Forest Service. Eventually she got certified as a timber appraiser, and began work for Crown Zellerbach.

"I usually was the first or only woman on the job," Monaghan said.

Cut-backs in Crown Zellerbach put Monaghan out of a job in 1985, and she decided to come out of the woods. She went back to Washington State University where she earned her master's degree in Adult and Continuing Education.

At the same time, she and her husband, Daniel Monaghan, began providing forestry consulting services for clients in Washington and western Oregon. The couple moved to Seaside in 1987, when Daniel Monaghan took a job as resource manager for Cavenham Forest Industries.

Monaghan went back to the advertising business when she came to Seaside. Working as an advertising representative for the Seaside Signal until December, 1992, she was responsible for servicing all the businesses in Cannon Beach and south to Nehalem and half of the businesses in the Seaside/Gearhart area.

Monaghan opened her advertising agency in January, 1993, and has been forging ahead doing advertising campaigns, brochures, flyers and graphic design ever since.

"What's nice about having your own business is you can choose projects that are creative," she said.

She continues to do forestry consulting, but these days most of her work consists of second opinions of woodlot appraisals.

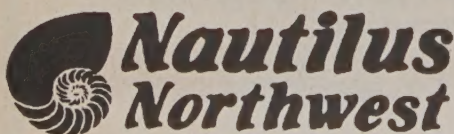
Monaghan's advertising work can take many forms, she said. Some businesses hire her to design one brochure at a time, while others want a whole marketing package.

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For brochures and flyers, Monaghan charges a set fee for her work. When she does advertising campaigns, however, she works on commission based on the cost of ads she places.

Advertising work is extremely variable depending on the needs of a particular business, so the first step in setting up an advertising campaign is to meet with the business owner, Monaghan said.

To set up a good ad campaign Monaghan says she spends time brainstorming with the prospective client, discussing what has or hasn't worked in the past. "I need to learn a lot about them, so I can create an ad program that works for their store."

Ordinarily, the process takes a few weeks and several meetings for Monaghan to come up with a final proposal. Once Monaghan and her client have agreed on an ad campaign, she starts working up the ads and placing them in the various media.

Some clients turn that whole process over to Monaghan, others want to take a look at every ad before it goes out. "Some people want to see everything, some don't. It's their advertising dollar, and we want to get it right."

Monaghan is also chairwoman of the Seaside Planning Commission, and is a candidate for the Seaside City Council District 37. Seaside is at a crossroads in the growth versus livability debate, she said.

"All of the good stuff that past city governments have done was wonderful, but we're in a lull. We need to do something to make the city more alive," said Monaghan. "I want to participate in some of the decisions that I think are coming to Seaside." ■

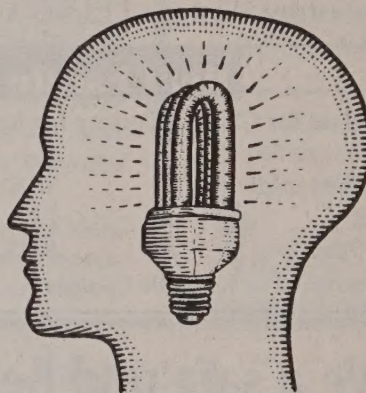
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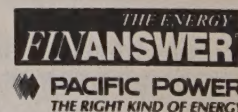
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Mortgage Stampede

Another mortgage company brings its expertise to bear in competition for housing dollars

Increasing competition in the mortgage loan business and a

red-hot real estate market on the North Coast combined to bring Larsen-Anderson Mortgage, Inc., to Seaside in July.

The company, which is owned by Eric Larsen and Kristin Anderson, hit the ground running with plenty of computer technology and big city experience in the mortgage business.

Larsen, who has a degree in economics from St. Lawrence University, in Canton, N.Y., was a mortgage broker at Mutual Home Mortgage, in Lake Oswego, before he and Anderson began their endeavor.

"Our goal is to be the premium mortgage company on the Oregon Coast," he said.

Anderson, who is the daughter of real estate broker, Pete Anderson, is returning to familiar territory in Seaside. However, she returns to the area with a bachelor's degree in Communications from Oregon State University. She was a

"Our goal is to be the premium mortgage company on the Oregon Coast."

loan officer at the same Mutual Home Mortgage branch as Larsen.

Larsen hopes to duplicate his success at Mutual Home, where he closed over \$10.5 million in mortgage loans in 1993. But moving to a new market means starting over from scratch, Larsen said.

Over the last couple of years, Larsen said, the number of companies wanting to lend money for mortgage loans has mushroomed. "I could stack up 50 companies, if I wanted to, but I'd still use the same half dozen regularly," he said.

The success of a mortgage broker is dependent on the quality of his contacts with real estate agents, he said. So their initial focus will be on proving that their company can provide superior service.

With their computer technology, Larsen-Anderson can prequalify a pro-

spective home buyer for a loan in five minutes, said Larsen. A client can find out right off the bat what type of mortgage he is qualified for and how big a monthly payment he can afford.

That can save a lot of time and prevent a lot of headaches later, he said. "It makes a whole lot of sense. Otherwise you find out later that you can't qualify for the house you want."

The prequalification process also helps move the process along more smoothly, he said. A prospective buyer who has already prequalified for a mortgage is more attractive to a seller. "No one involved wants to waste time."

Once an offer is accepted, Larsen-Anderson come back into the picture. They help the buyer fill out a loan application, and then get a pre-approval within 24 hours. The pre-approval is a real relief for everyone. "The weight of the world is off their shoulders," he said.

The next step is to get a title report, appraisal and final credit report. Larsen has completed the whole process in a little as five days. If everything goes according to plan, the loan will close in three or four weeks.

Larsen also uses his computer to provide up to the minute analyses of the mortgage loan market. There are more ways to borrow money for housing these days, he said. Buyers can opt for conventional financing, or they can play the market if they wish by allowing their interest rates to float.

"Everybody knows about 30-year fixed rate mortgages, but, for a lot of people, that's not the right program," said Larsen.

The many changes in the mortgage market make it more important than ever to educate the consumer, said Anderson. There are a lot more programs available today to help first time home buyers, she said. In fact many people rent homes not realizing that they could purchase them with a lower monthly payment, she said. ■

Real Estate

Real Estate Update for Clatsop County for June:

\$ volume of homes sold:	\$8,612,141.80
# of homes sold:	73
Average Sales Price:	\$117,974.54
Property Index provided by Key Title Company.	



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New digs

Providence Seaside Hospital breaks ground on remodeling project in July

The first shovels full of dirt were dug July 18 in the ground-breaking ceremony for the Providence Seaside Hospital remodeling project.

About 150 people attended the kick off for the \$6.3 million project, which will be funded through general obligation bonds approved in the September, 1992, election.

"The community of Seaside has always been willing to step up and take care of their own. This is just another example of that," said Sen. Joan Dukes, D-Svensen.

The hospital is a non-profit Catholic health-care facility leased since 1981 from the Union Health District by the Sisters of Providence in Oregon. The 34-bed hospital serves the greater Seaside area and coastal towns extending from Rockaway to Astoria, as well as south-western Washington.

The project will be financed through the Union Health District of Clatsop County, which owns the hospital. The contract was awarded to Brockamp & Jaeger, Inc., of Oregon City.

"I view it as a good example of the cooperation between the community and the Sisters of Providence," said Walter Johnson, mayor of Seaside. "I think they've come up with an excellent equation."

The overall plan is to adjust the physical layout of the hospital to accommodate the community's future health-care needs, said Bob Green, chairman of the Union Health District Board. The changes reflect a decreasing need for inpatient hospital stays and more outpatient surgery.

"What we're doing in the remodel will be to put the hospital in a better position for that kind of care," he said.

Along with the development of a long-term care program, departments to be renovated and remodeled include Laboratory, Radiology, Emergency,

Chemotherapy, Lobby, Day Surgery, and Admitting. The renovation will provide patients easier access to services and increased staff efficiency by grouping departments in work areas that relate closely to one another, said Leslie Shepherd, an executive assistant at the hospital.

Showers will be added between patient rooms in the Medical/Surgical department, and the pharmacy and nurses station will be renovated and expanded. The heating and ventilating system will also be replaced.

Construction is scheduled to begin in August and last 14 to 18 months, according to Russ Tuttle, project supervisor for Brockamp & Jaeger. The company began moving equipment to the site in July.

Part of the plan is the construction of a 22-bed, long-term care facility, said Green. The facility will be sited in the area currently used by Administration, and that department will be moved to a new facility to be built between the hospital and Providence North Coast Clinic.

The new facility will combine the administration departments for the hospital and the clinic, which was recently purchased and upgraded by the Sisters of Providence. The section to be built will also provide a walkway between the two facilities.

Although the project was originally supposed to be done in seven phases, that was cut to three in order to cut costs,

said Green.

"We were hoping it would come in a little less, but we can do this. It just means we'll have to scratch a little more for equipment, but we'll make it work," he said. "I'm just delighted that it's all coming to pass." ■

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Critter catcher traps ol' rocky raccoon

Ready to round up those rascally raccoons? Betting on besting that beastly beaver? Or maybe you're counting on caging those cheeky chipmunks, or staking out those stinky skunks?

Whatever your critter complaint, North Coast Critter Control is prepared to trap and relocate your pesky trespassers to greener pastures. From mice to beavers, Terry Wheatley is ready to live-trap your visitor and move it away from your property to safer and more suitable environs.

Wheatley, owner of the new business, and a resident on a 100-acre farm in Lewis and Clark, got the idea for his live-trapping business three years ago, while listening to a morning call-in show on Astoria radio station KVAS.

"I was listening to 'Talk Back,' and hearing about people having problems



Photo by Jan Fletcher

Terry Wheatley stores his live traps on his 100-acre farm near Astoria.

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with raccoons and such," said Wheatley. "So I sent a letter to the Oregon game department, but I never got any response."

But last winter, while recovering from a back injury, Wheatley again thought about pursuing the idea and this time it clicked. Game officials set him up with a biologist in Tillamook. After contacting every city manager in the county, Wheatley has his ducks, if not his raccoons, in order. He's ready to respond on call to complaints about small game animals that have wandered into areas where property owners don't want them.

His promise to customers: the little critters will be safely relocated to a suitable habitat in the wild.

Wheatley says his market is as wide

open as the wilderness. "Customers could be anybody, any age. Animals travel all boundaries — they know no races or creeds. It could be the raccoon on the porch eating all the cat's food, or the skunk in the barn spraying the horses."

The business is a natural in Clatsop County, with urban areas just a short distance from lush, forested habitat, he said.

In his first calls, he's trapped a whole family of skunks in Seaside — "got every one of 'em," says Wheatley — and rounded up a family of raccoons in Rockaway that were "running all over the place."

Astoria's Victorians can be an alluring refuge for the forest's critters, said Wheatley.

And what's one cutesy critter this year, could be a whole lot more trouble next year.

Come spring-time, many of those adorable critters have litters, and homeowners, after just one season, may

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"They're dangerous animals, not cute little animals."

see that cute raccoon or chipmunk multiple into legions of pests. "It's good to check it while you can," says Wheatley.

A Warrenton native, Wheatley starting trekking through local forests with his father almost as soon as he could walk. "From day one I went hunting with dad," he said. "I started trapping when I was 10. It gave me a reason to play in the creeks and lakes. It's a thing where I could get out." He learned the art from a local trapper.

The business is part-time, but Wheatley's on call 24 hours a day. His live traps are set in the daytime. The animals are entrapped during the night. Cages range in size from a shoebox-size for chipmunks to a cage moving box-sized for beavers, which are the biggest game Wheatley traps.

Animals are removed from the traps rather easily, except for skunks. With those, says Wheatley, slow, steady movements prevent smelly results. Skunk cages are also totally enclosed.

Wheatley has agreements with game officials to transport the animals a certain distance from town. "It's very low stress on the animal," he said.

In addition to trapping the critters, Wheatley also offers friendly advice to customers on what kind of damage their property may have suffered from the pests, and tips and ideas on keeping animals out in the future.

There's good reasons to trap the animals, says Wheatley. "They're dangerous animals, not cute little animals. One little bite from one animal that does have a disease is a danger to pets and children."

On his own hobby farm, Wheatley fends off his own local pests. "I've had four or five turkey nests destroyed this year alone," he said. And this spring, after several attempts to sprout corn in his vegetable garden, he finally trapped the offenders: seven little chipmunks.

For North Coast Critter Control, caging those cheeky chipmunks is all in a day's work.

Trapping animals is a lot of fun, said Wheatley. "It's a neat challenge," he said. ■

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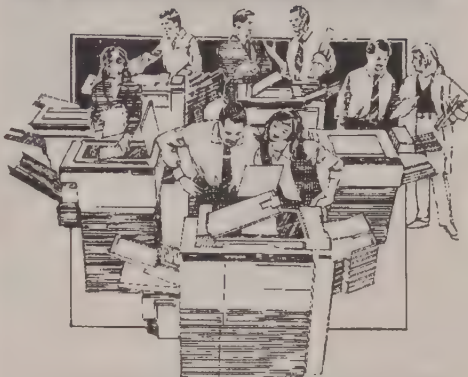
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Flexible computing

Software that translates files between Macs and PCs solves small business headaches

There's nothing more frustrating than being on a deadline

and suddenly finding out that your computer won't read the disk your customer gave you because you've got a PC and he's got a Macintosh.

It's that kind of headache that caused Pat Jensen, of Anchor Graphics, in Astoria, to buy a copy of MacLinkPlus. MacLinkPlus is a Macintosh application that provides bi-directional file translation between Macintosh format and PC formats.

Translation software, such as MacLinkPlus, makes a file created in one application usable in another application while keeping all formatting intact. If you've added bold, italics, underlining, or other attributes to your work, you'll still have them in the translated file.

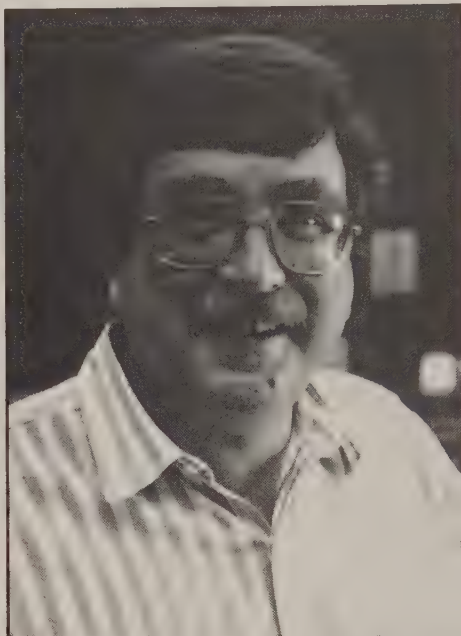


Photo by Charlie Fletcher

MacLinkPlus is a great advantage, says Astoria printshop owner Pat Jensen, of Anchor Graphics.

Jensen, who uses Macintosh computers for typesetting in his printing business, is now able to accept a wider variety of work from his customers on disk. That's a great advantage, he says. Instead of having to retype material a customer wants printed, Jensen can just import a computer file into his layout program.

"I advise anyone who's preparing materials for us to just bring us the computer file," said Jensen.

But wait, this program does Windows, too. You don't have to have a Macintosh to translate files. There's also a Windows version of this application. Conversions Plus offers the same functionality as MacLinkPlus, but it runs on a PC with Windows 3.1. Conversions

Plus is the only product for PC computers that includes both a Macintosh disk mounting utility and a full file translation library.

That's an important difference. It takes more than simply mounting a foreign disk on your computer desktop, you also need to be able to read the files on the disk.

Both MacLinkPlus and Conversions Plus contain thousands of file translation combinations for the most popular word processing, spreadsheet, database and graphics programs. Recent additions to the translator libraries include support for Microsoft Word 6.0, Microsoft Excel 5.0, and WordPerfect 3.0 for the Macintosh, as well as ClarisWorks, Ami Pro 3.0, and Lotus 3.1.

DataViz, the publisher of these two programs, regularly releases new translators to stay up to date with the latest changes in the software market. "We're constantly upgrading, and we've gone back and fixed things in older translators, too," said Bonnie Orsini, public relations representative for DataViz.

Documents converted with these programs retain original formatting, such as headers, footers, paragraph attributes, style sheets and embedded graphics. The Conversions Plus Macintosh disk mounting utility gives users the ability to view and format Macintosh disks from within the program, the File Manager, DOS, or any PC program.

DataViz has been in business since 1984. The Connecticut-based company got its start with One Shot, a software package that allowed PC users to transfer and translate mainframe data into IBM PC applications.

The MacLink line of products was introduced in 1986 to allow Macintosh users to translate to and from additional computing environments. DataViz released Conversions Plus in 1993.

While Conversions Plus comes only in the Windows variety, the MacLink line is divided into three areas:

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MacLinkPlus/Easy Open Translators, MacLinkPlus/Translators Pro and MacLinkPlus/PC Connect.

MacLinkPlus/Easy Open Translators was designed for System 7 users who need to translate Mac and PC files, but already have a way to move files between the two computers. It is a perfect add-on utility for someone who already owns a DOS disk mounting utility such as AccessPC, DOS Mounter or Macintosh PC Exchange. The utility also works well for users on a multi-platform network, such as Novell Netware or LANtastic. It includes the full translation library of over 1,000 translation combinations and Macintosh Easy Open, an Apple system extension that allows for "double-click" and "drag-on" file translation.

MacLinkPlus/Translators Pro and MacLinkPlus/PC Connect are available for System 6 or System 7 users who don't have a way to move files between a Mac and a PC. In addition to the full translation library and Macintosh Easy Open, Translators Pro includes Macintosh PC Exchange. PC Connect includes the same components as Translators Pro, plus a serial cable and modem communication software to physically connect a Mac to a PC.

Specifications

MacLinkPlus operates on any Macintosh Plus or newer with a hard disk, System 6.0.3 or above and 1 megabytes of RAM. Easy Open Translators requires System 7 or better. Translates files to or from diskette, hard disk, file or network server, SuperDrive, etc. The included Macintosh PC Exchange software provides visibility to DOS disks in the FDHD SuperDrive and requires System 7 or above. System 6 users will be provided with a System 6 disk mounting utility. Macintosh Easy Open, a System 7 extension from Apple is included.

Conversions Plus operates on any PC with a hard drive, running Windows 3.1, with a VGA monitor or better. 3 megabytes of RAM is recommended. Macintosh Disk mounting accommodates only high density disks.

Translates embedded graphics in programs supporting BMP, PCX, WMF, WPG or PICT. File translation to or from diskettes, hard drive or network file server. No add-on boards are required.

Local health administrator visits Hillary Rodham Clinton

Providence Seaside Hospital Administrator Ron Swanson was invited to attend a briefing on Health Care Reform, along with 50 other community leaders in Oregon, with First Lady Hillary Rodham Clinton, June 29 at the White House in Washington, DC. Oregon. "Of the 27 people in attendance, four were Sisters of Providence in Oregon representatives," said Swanson. "This was an important opportunity for dialogue, and questions and answers regarding the current health care reform efforts."

Swanson defined his presence in Washington, DC as bringing the rural perspective to the foreground of the debate. "It was significant that as a representative of Providence Seaside Hospital, a rural health care provider, I could contribute an important viewpoint on the health care reform proposal. In Clatsop County, we want to ensure that primary health services continue to be

available at the local level," said Swanson.

Columbia Memorial expands occupational therapy

Columbia Memorial Hospital announced in July the expansion of its Occupational Therapy services. Lorraine Maddock, registered occupational therapist, will be seeing patients Monday through Friday. Formerly, occupational therapy services were available only two days each week.

Maddock is a 1991 graduate of University of Puget Sound in Tacoma and has relocated from the Corvallis area. She and her two daughters are now living in Seaside.

In other hospital news, Columbia Memorial is the first institution in the area that has been approved by the American College of Radiology's Mammography Accreditation Program. The hospital has met the necessary requirements, which include a stringent review by a panel of breast cancer-detection experts. ■

Oregon governor presents benchmarks in D.C.

Gov. Barbara Roberts, Portland Mayor Vera Katz and Multnomah County Chair Beverly Stein were scheduled to present the Oregon Benchmarks to top-level Cabinet and White House officials July 25 in Washington, D.C.

Health and Human Services Secretary Donna Shalala invited the three officials to explain Oregon's results-driven benchmarks system. Shalala and Alice B. Rivlin, director of the Office of Management and Budget planned to attend the meeting, along with high-ranking officials from seven other departments.

The Clinton Administration, through its National Performance Review, wants to make the federal government "work better and cost less," by streamlining the bureaucracy to make it more results-driven and less bound by regulation.

Oregon Benchmarks are indicators used to measure Oregon's progress toward its strategic plan. They track measures such as per capita income, infant health, air and water quality, crime rates, and student achievement. Multnomah County and the city of Portland are already using benchmarks to set program and budget priorities. Clatsop County is in the process of setting local benchmarks, as well as a progress board. In all, seven Oregon counties have adopted benchmarks as a strategic planning tool. So have organizations such as the Oregon Community Foundation and the United Way of the Columbia Willamette, which use benchmarks to set their grant giving priorities.

Benchmarks cut across institutional boundaries and bureaucracies to deliver results, said Gwenn Baldwin, a communications assistant for Gov. Roberts. ■

Eyes on the Pacific

New Astoria truss company fills a need for area builders and hopes to crack Japanese market

Home builders on in the Lower Columbia region got a leg up in July with the opening of Columbia River Truss, in Astoria, the first truss manufacturer to operate in the area for many years.

The new truss company, operating at the former site of Astoria Plywood began delivering trusses July 22. The company is owned and operated by John and David Brownlee and Dan Davis.

"I'm excited about it," said David Brownlee, president of the company. "I think we're going to do well."

That sentiment was echoed by Chris Rose, executive officer of the North Coast Home Builders Association. "There's been a real need for a truss assembly system on the coast," said Rose. Builders have had to rely on truss manufacturers in the Portland area since 1970, when Chuck Bergerson, the owner of Bergerson Northwest Building Supply, stopped producing trusses in Hammond.

"It's a nice convenience to have that kind of service on the coast," said Rose. "We were always at the mercy of the Portland distributors. We're at the end of the line for them."

However there's more to this truss company than meets the eye. They don't



Photo by Charlie Fletcher

David and John Brownlee ship their first load of trusses in July from the company's new facility located on part of the Astoria Plywood Mill site.

plan to simply build trusses forever. Their eventual goal is to expand into the manufacture of prefabricated homes for export to Japan, said John Brownlee, vice president of sales. But for the time being, building trusses is their central focus, he said.

"We're not even thinking about home manufacture; we're only thinking about trusses right now," said Brownlee.

The company, which currently uses 15,000 square feet of 39,000 square foot building on the corner of 29th Street and Marine Drive, shares the remaining space with another company. The other half of the building is used to store canned salmon from time to time.

When it came to choosing truss building equipment, the company favored quality over speed, said Davis, vice president of operations. "Being a builder myself, I know how important it is that trusses be right the first time."

Instead of using the faster, but less accurate, roller press method, the company chose a 25-ton, vertical C-clamp press, which they bought from the Evergreen Truss Company, of Portland.

With an \$85,000 initial investment in the operation, the company expects to earn \$1 million to \$2 million in the first year of operation, said John Brownlee.

Being located right on the Columbia River, the company expects to sell trusses to both Washington and Oregon build-

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ers. Because of that, they are prepared to offer products made from both green and kiln-dried wood. Oregon builders use predominantly green wood for building while their Washington counterparts use dried wood.

The company buys its supplies from MiTek, a California supplier of truss connector plates. Along with connector plates, the company also offers a wide range of support services, including engineering support for its customers, said John Brownlee.

"Engineering support is a critical link in our operation," he said. "Each truss package we manufacture is delivered with a sealed blueprint approved by a professional engineer."

The company uses a computer-aided design program, called ACES, to layout the trusses before they're assembled. The program, which is sold by MiTek, provides cost estimates, cutting lists, production drawings to be used in the manufacturing process.

The company plans to offer trusses on a significantly shorter time line than those in Portland. While the Lower Columbia area is a secondary market for Portland dealers, it's the primary market for Columbia River Truss, said John Brownlee.

The truss operation actually grew out of the idea of exporting homes to Japan, said David Brownlee. He and Davis had seen an article in a trade magazine about coming developments in the prefabricated home market, and decided it might be worth pursuing.

But before Columbia River Truss can begin exporting homes, the company needs to develop a track record as a manufacturer, said John Brownlee. Since there was already a need for a truss manufacturer in the area, it was a natural place to start, he said.

In fact, sales of prefabricated homes to Japanese customers have increased, and recently, the Japan External Trade Organization, also known as JETRO, announced a program to help promote prefab housing there, according to the Western Wood Products Association.

The outlook is good, and promises to get better, says Craig Larsen, director of international marketing for the association. Although Japan currently imports only about 3,000 homes per year, the government plans to increase that

figure to 50,000 homes per year by 2000, he said.

The Japanese are already buying a lot of prefabricated homes, but most of them are manufactured in Japan. The Japanese government is looking for ways to increase imports from the United States, and considers housing to be a good product to do that with, said Larsen.

"The Japanese are very accepting of U.S. housing, as long as they have Japanese amenities," he said. Japanese homes

are constructed with architectural features slightly different from those in the United States. For example, the Japanese prefer to remove their shoes when they enter a home, and include a special place for shoe storage near the main entrance.

"The Japanese housing market is very big," said Todd Callender, export manager for Lindal Cedar Homes, of Seattle. "They have had more housing starts in Japan for the last couple of years than in the U.S." ■

WALL STREET MORTGAGE LOAN STRENGTH

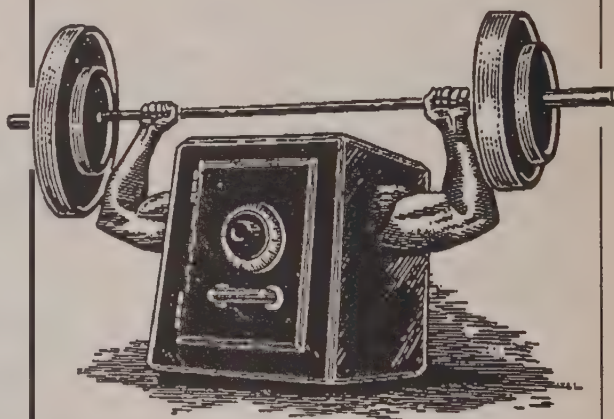
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ornament cast in elephant manure? Well if you're in the market for the cute and unusual, you'll find it at Laurie Headley-Linn's two shops, Back to Nature and Discover Oregon, in the Town Center Mall in Seaside.

The two shops feature an eclectic assortment of unusual gift items to please the tourist and local resident, as well. Discover Oregon, which Linn opened in 1989, is stocked with gourmet foods and unique gifts made in Oregon — including jars of Oregon Rain. "I used to have Columbia Gorge Wind, too, but I sold it all," she said.

Across the hall from Discover Oregon, is Back to Nature, which opened in March, and is stocked with what Linn calls environmental giftware. "Almost anything you can imagine that has to do with the outdoors: stuffed animals, bird feeders, hand-carved spiders, seeds — certainly nothing anybody needs," Linn said with a wry smile.

The two shops grew out of Linn's desire to leave the rat race and go back to college. Formerly a group insurance coordinator for SAIF Corporation, in Salem, Linn, got to a point where the job was driving her up the wall.

"The whole world of workers' compensation insurance was such a controversy then that whenever I went out anywhere, people wanted to get into negative confrontations with me," she said.

Linn began researching what type of enterprise she wanted to undertake and where she would locate it in 1988. Her Discover Oregon shop is a copy of a chain of stores, called Grown in Oregon, that are seen in malls and airports.

She initially had narrowed down a location for her shop to two different locations: Seaside and Sisters. Her eventual choice of Seaside was made more for her own love of the location than for the economy, she said.

While both Seaside and Sisters have a tourist driven economy, she said, Seaside sees the vast majority of its business in the summer months. Sisters has a winter tourist season, as well.

Linn did oodles of research before writing her business plan. She interviewed business owners, spent hours at the library, and got lots of help from the

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economic development center in Salem.

"Sometimes I'd stay up all night reading, and get dressed and go to work the next morning," she said.

The most difficult thing for her to come up with were financial projections for her business. Once she settled on a location, though, she negotiated with the Town Center Mall tenants association for some information. They provided her with financial statements for three businesses in the mall without identifying their names.

The projections she made for Discover Oregon were so accurate that, when she eventually opened, her actual income in some months was only a few dollars different from what she had projected.

So, Linn left the security of her highly-paid position and her company car for the crazy world of retail. "The quality of life became more important than the rat race of the city," she said. With her kids grown, a steady income didn't seem so important, anymore.

The shop was an immediate success, and within two years Linn had to move to a larger storefront.

"The whole world of workers' compensation insurance was such a controversy then that whenever I went out anywhere, people wanted to get into negative confrontations with me."

Recently Linn got her chance to go back to college and fulfill her dream of getting a degree. She had been forced to drop out of school many years before when a divorce turned her into a single mother.

She graduated in June from Linfield College with a bachelor's in Business Administration. Although, after years of work in the business world, she didn't learn many new things while getting her degree, the sense of accomplishment was its own reward.

What's more, Linn wrote the business plan for Back to Nature as a project for one of her classes. "When I wrote the business plan, I tried to key in on what

Seaside didn't have," said Linn. "I'm really concerned about the environment. I want to teach people a love of nature and animals through the gifts I sell."

The store was an immediate success, and sales have been better than expected, she said. One of the more popular items is a line of nature tapes. The tapes feature relaxing jazz mixed with the sounds of animals, water, storms and other earthly racket in the background.

Now that Linn has her bachelor's she intends to go for a master's, too. "I'm not sure I'll ever use it, but it's just having it — along with lots of student loans." ■

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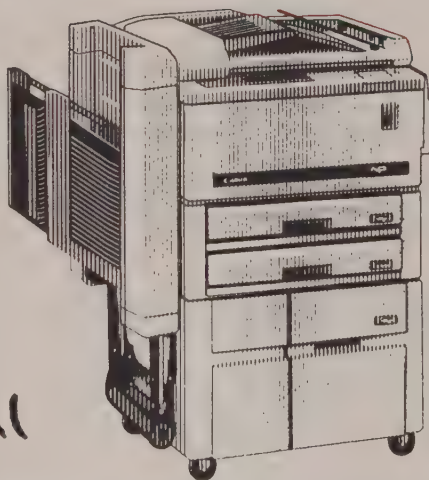
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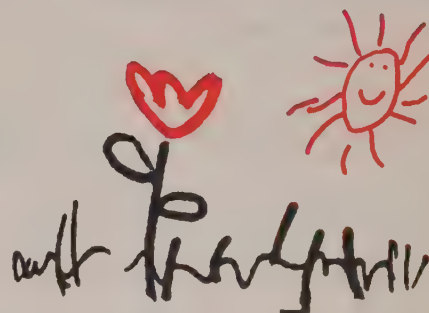
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More Hollywood

Yet another movie shoot infuses cash into the North Coast economy

The cast and crew of Free Willie II made a two-week appearance in Clatsop County in July.

The production brought 150 people to the area, and spent between \$600,000 and \$700,000 while they were here, according to Michael Klastorin, the company's unit publicist. The filming of the Warner Bros. sequel to Free Willie, which was also filmed partly in Clatsop County, utilized a variety of variety of locations.

Along with Hangar No. 3 at North Tongue Point, the production also filmed at the home of Astoria Fire Chief Lane Wintermute, Youngs River Falls and a net loft at the foot of 33rd Street.

Although it wasn't the biggest movie production to visit the area, it added to the long list of film makers who have used the area's resources, said Cindy Howe, administrative secretary in Astoria's Public Works department. By comparison, the Kindergarten Cop production spent six months in Astoria, and spent over \$2 million.

One reason for the lesser spending, Howe said, was that previous crews had left improvements in Hangar No. 3 that could be used for future productions. As a result, where extensive installations of plumbing, electrical and communications facilities were done in the past, only minor maintenance was needed this time around.

The requirements of a Hollywood film crew still take some getting used to, though, said Susan Buntin, manager of North Coast Phone. "They're used to big-city services. When they say jump, they mean jump," she said. Buntin asked the production company to try to plan ahead, because the types of things they asked for were sometimes not in the phone store's usual inventory.

The Teenage Mutant Ninja Turtles III production was the first film company to use the hangar. That company put \$300,000 of improvements into the hangar in 1992, said Howe. Warner Bros. invested another \$25,000 in the hangar for Free Willie II, said Howe, and paid \$5,000 in rent to the Division of State Lands.

The cast and crew also populated nearly every hotel and motel in Astoria and Warrenton during their two weeks here.

A number of contractors helped to install a large, above-ground swimming pool at the hangar, which the crew used to film some night water scenes that couldn't be safely filmed on location, Howe said. "Because the interior of the hangar is all black, they can simulate night, and have more control over the situation," she said.

The production had to get special permission from the state Department of Environmental Quality for the filming because of chemicals being used to simulate a burning oil slick, said Howe. The oil slick was simulated with a sub-

stance containing molasses and other additives, and was dumped into the Columbia River after the scene was filmed, she said.

The company also had to work out special arrangements with the Astoria Fire Department during the filming of the night rescue, because the sprinkler system had to be tinkered with to avoid having an unexpected downpour triggered from the "oil slick" burning in the swimming pool.

Astoria's reputation as a fine place to film movies is quite good in spite of its distance from Portland, said Klastorin. "Every film chooses its location for the look, not for what services are close by," he said. "If you have an area like Astoria that may not have as many services as Portland, we're still going to film." ■

Businesses in this issue

Phone numbers for businesses featured in *Lower Columbia BUSINESS* in this issue:

Special Mobility Services, Inc. Astoria office: 325-0563
Honda Northwest, Warrenton, 861-3422
Baker, Monaghan & Assoc., Seaside, 738-7839
Larsen • Anderson Mortgage, Seaside, 738-3663
Columbia River Truss Co., Astoria, 325-1412
North Coast Critter Control, Astoria, 325-7532
Back to Nature, Seaside, 738-7483
Discover Oregon, Seaside, 738-3243
Ag-Bag International, Warrenton, 861-1644

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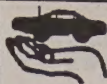
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800-325-6346**1428 Commercial
Astoria**List your business events****Business Calendar****Call 325-8828 or fax 325-1454****August**

- 15 Seaside Chamber Finance Committee, noon
Seaside Chamber Board, 5:30 p.m.
Astoria City Council, 7 p.m.
CEDC Task Force, Warrenton Community
Center, 7 p.m.
PC Users League of the Sunset Empire, 7
p.m., 325-4873
- 16 Astoria-Warrenton Chamber Board, Red Lion,
5:15 p.m.
Port of Astoria Regular Commission Meeting,
7 p.m.
- 17 Warrenton City Commission, 7 p.m.
- 18 Cannon Beach Design Review Board, 6:30
p.m.
- 19 Seaside Chamber Friday Coffee, Geri's Res-
taurant, 8 a.m.
- 22 Seaside Chamber Ambassadors Committee
Picnic, Barkers' House, 6 p.m.
Seaside City Council, 7 p.m.
- 23 Astoria Planning Commission, 7:30 p.m.

- 24 Clatsop County Commission, Seaside City
Hall, 7 p.m.
- 25 Cannon Beach Planning Commission, 7 p.m.
- 26 Seaside Chamber Friday Coffee, Geri's Res-
taurant, 8 a.m.
Hood to Coast Relay



September

- 2 Seaside Chamber Friday Coffee, Geri's Res-
taurant, 8 a.m.
Clatsop County Soil and Water Conservation
District Meeting, 9:30 a.m.
CEDC Transportation Committee, Port of As-
toria, noon
- 5 Labor Day
- 6 Astoria-Warrenton Chamber Merchants Com-
mittee, 7:30 a.m.
Astoria-Warrenton Chamber Ambassadors
Committee, 6 p.m.
Seaside Planning Commission, 7:30 p.m.
Astoria City Council, 7 p.m.
Cannon Beach City Council, 7 p.m.
- 7 Astoria-Warrenton Chamber Fisheries Com-
mittee, noon

- Warrenton City Commission, 7 p.m.
Seaside Improvement Commission, 7 p.m.
- 8 Astoria-Warrenton Chamber Forum, Red
Lion, Mary Merrill, CCC Cooperative Educa-
tion Director, noon
Chamber of Commerce Teleconference,
Clatsop Community College, 325-6311
- 9 Lower Columbia Tourism Committee, 7:30
p.m.
Seaside Chamber Friday Coffee, Geri's Res-
taurant, 8 a.m.
Astoria-Warrenton Chamber Economic De-
velopment Committee, noon
- 12 Seaside City Council, 7 p.m.
- 14 Warrenton Planning Commission, 7 p.m.
Clatsop County Commission, Clatsop County
Courthouse, 7 p.m.
- 15 CEDC General Membership Meeting, Place
to be arranged, Bill Kelley, Crestmont
6 p.m. Cocktails
6:45 p.m. Dinner
7:30 p.m. Business Meeting
- 16 Seaside Chamber Friday Coffee, Geri's Res-
taurant, 8 a.m.

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News in Brief

◆ David Harlan, marketing manager for the Port of Astoria, has resigned his position effective Aug. 12. He has accepted a position as the executive director of a large and diverse economic development district.

Harlan's four-year tenure with the port has benefited the port by attracting new tenants, boosting the port's rental in four consecutive years, and managing a successful campaign which resulted in voter approval of a \$4.9 million general obligation bond, according to a press release from Ron Larsen, acting director for the port.

◆ Bank of America has introduced a new program in Oregon to enhance access to credit for minority- and women-owned businesses. The program provides loans up to \$50,000 and offers simplified application, processing and documentation. Flexible underwriting allows for alternative methods of credit verification, such as utility or rent payments, and a limited operation history.

"Minority-owned and women-owned businesses play a vital role in Oregon's economy, and we want to do everything we can to help them succeed," said W. Charles Armstrong, chairman and chief executive officer of Bank of America Oregon.

During an introductory period through Aug. 31, Bank of America will waive the traditional loan fee for new and existing customers who apply for a loan or line of credit under the new program. To be considered for the special financing program, a business must be at least 51 percent owned and operated by one or more individuals who are ethnic minorities or women, and established in business for a minimum of two years.

◆ The city of Warrenton decided in July to appoint a committee to study the feasibility of construction of a multi-use facility at the Hammond Marina, and the Warrenton Business Association endorsed the idea as long as taxpayers don't have to pay for it with a special levy. The project is a joint undertaking between the city and the Astoria-Warrenton Chamber of Commerce.

In other news from Warrenton, Protein Recovery, Inc, a San Francisco-based corporation, is coming to Hammond. The company is expected to create 12 to 15 family-wage jobs, and went before the Warrenton City Commission in July to garner support in its application for Oregon's Enterprise Zone business incentives and exemptions program. According to *The Columbia Press*, the commission gave it support. Concerns about possible odor problems were raised. The company plans to process whiting scrap in order to extract protein.

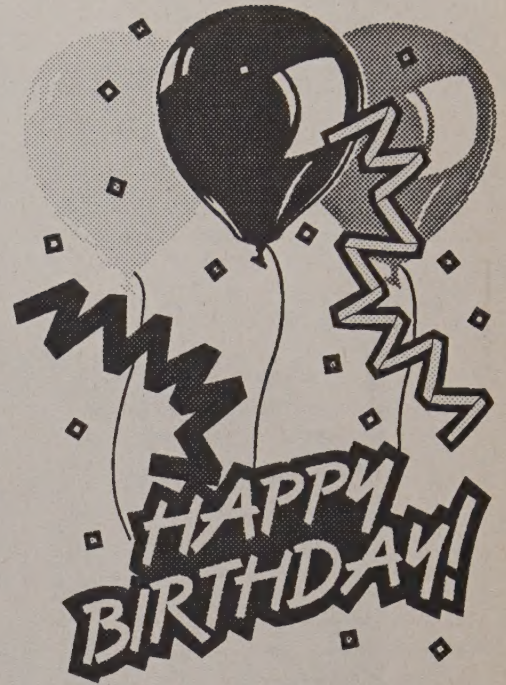
◆ Rep. Elizabeth Furse, D-Ore., announced in early July that the House Appropriation Committee agreed to include \$5 million in its 1995 budget to build Phase 11 of the Marine Environmental Research and Training Station (MERTS) at South Tongue Point in Astoria.

This money will be used for capital construction of additional laboratory and office space that will expand the scope of the station, said Furse.

"It has been nothing short of remarkable that in a little more than one year, the MERTS project — which started out as a dream for environmental research on the North Coast — will become a state-of-the-art science and training institution for the Pacific Northwest," said Furse.

◆ Propelled in part by seasonal job gains along the coast, unemployment rates registered declines throughout the North Coast between April and May. Nationally, the unemployment rate (seasonally adjusted) took a surprisingly big drop, falling from 6.4 percent to 6 percent. Clatsop County's unemployment rate fell from 7.4 percent to 5.9 percent. ■

Oops!



We forgot to mention our 3rd birthday in our last issue!

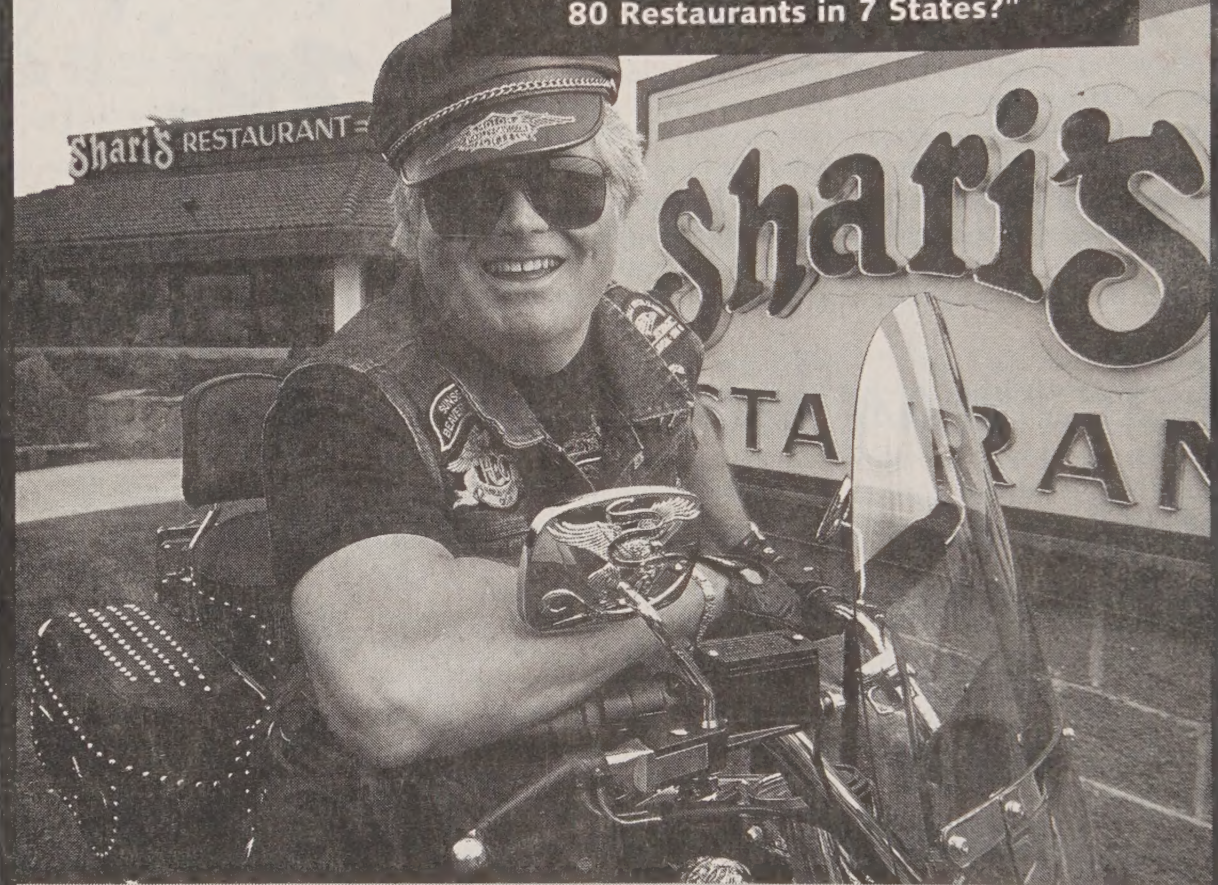
*The staff of Lower Columbia **BUSINESS**,
Charlie and Jan Fletcher, are:*

- ☐ thrilled
- ☐ happy
- ☐ ecstatic
- ☐ contemplative
- ☐ eagerly anticipating a year of
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- ☐ glad to be here
- ☒ all of the above!

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